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swissQprint highlights what drives customer success at Fespa 2026

Under the motto “Made for Winners – Loved by Thousands”, swissQprint showed at the Fespa Global Print Expo 2026 in Barcelona how print service providers can run efficient production and differentiate themselves in the market with versatile applications. Hands-on demonstrations helped bring this into a practical context.

Live demos with the high-end Kudu flatbed printer and the Karibu 2 roll to roll printer formed the centrepiece of the stand. Both machines produced a mix of everyday applications and more eye-catching, value-added work, including neon prints, colour-changing effects and tactile finishes. Conversations with industry professionals confirmed a clear trend: in today's market, differentiated applications are becoming increasingly important for many print businesses.

“Our customers look for versatility in applications, but also for reliable performance and investment security,” says Carmen Eicher, Chief Sales and Marketing Officer at swissQprint. “That’s exactly what we focus on.”

Reliable technology as a foundation

swissQprint’s technology is designed with day-to-day production in mind, ensuring consistent results and stable processes even at high speeds. All printers are developed and manufactured entirely at the company’s headquarters in Switzerland, where mechanical, electronic, software and ink expertise are brought together. The systems are engineered for long service life, with the majority of installed machines still in daily use after more than a decade.

“High uptime and low maintenance requirements are key in daily operations,” Carmen Eicher explains. “They enable predictable processes and have a direct impact on running costs.” Additional investment security comes from the 36-month factory warranty, which is above the industry norm.

A customer, Carla Bonini, CEO of Base 3 in Spain, adds: “For us, swissQprint stands for innovation, quality – and above all, peace of mind.”

Versatility and scalability

The broad printer portfolio supports a wide range of business models, from signage companies to industrial print operations. With up to ten freely configurable colour channels, systems can be tailored to specific applications, including white, varnish or neon inks.

The modular design also allows systems to be expanded step by step and adapted as requirements evolve. This concept provides a solid basis for planned investment and long-term growth.

Strong visitor engagement at the stand

Visitors in Barcelona were able to experience these capabilities first-hand. Alongside the live demonstrations, a wide-ranging print sample display drew consistent attention at the swissQprint stand. It illustrated the variety of applications and encouraged in-depth technical discussions.

Further information:

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Images

We will provide a selection of images shortly after the show. The below one is an impression of the 2025 event:

swissQprint_Fespa_2025_impression.jpg



Versatile applications combined with reliable technology underpin the success of swissQprint customers worldwide.

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